



The Influence of Marketing Mix on Purchase Intention with Customer Attitude as a Mediating Variable (A Case Study of a New Men's Fashion Retail Business in Surabaya)

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ABSTRACT

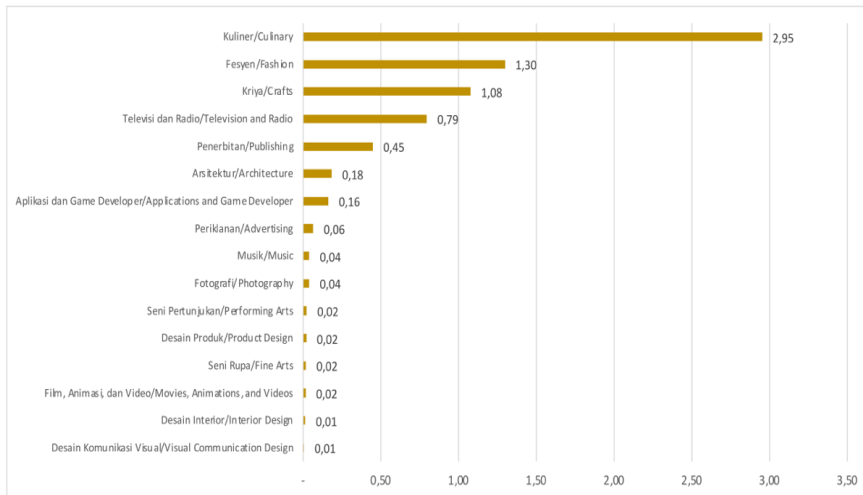
Indonesia's textile and apparel industry is experiencing a significant demand, with an anticipated GDP increase of 2022. Surabaya, a major city in Indonesia, is well-positioned to capitalize on this opportunity by establishing a retail business catering to the lower-middle-class segment of the men's fashion industry. This study aims to help entrepreneurs in Surabaya identify factors influencing their decision to establish a retail business in the men's fashion sector using the SEM-PLS method. The research investigates the purchase intentions of men of productive age from the lower-middle-class demographic and the potential marketing mix strategies for businesses in the Surabaya men's fashion sector. Findings from 230 respondents showed that product, place, and promotion variables significantly influence customer attitude, which in turn influences purchase intention. However, price does not significantly influence customer attitude. The study suggests that price, product, and promotion variables can be partially mediated by customer attitude, while the place variable can be fully mediated.

INTRODUCTION

As outlined in Presidential Regulation Number 142 of 2018, the National Creative Economy Development Master Plan for 2018-2025 prioritizes the development of business ecosystems in the creative economy sector, including the fashion sub-sector (Pusat Data dan Sistem Informasi Kementerian Pariwisata dan Ekonomi Kreatif, 2021). The creative economy is one of the largest contributors to gross domestic product (GDP), accounting for 7.35% of Indonesia's national GDP

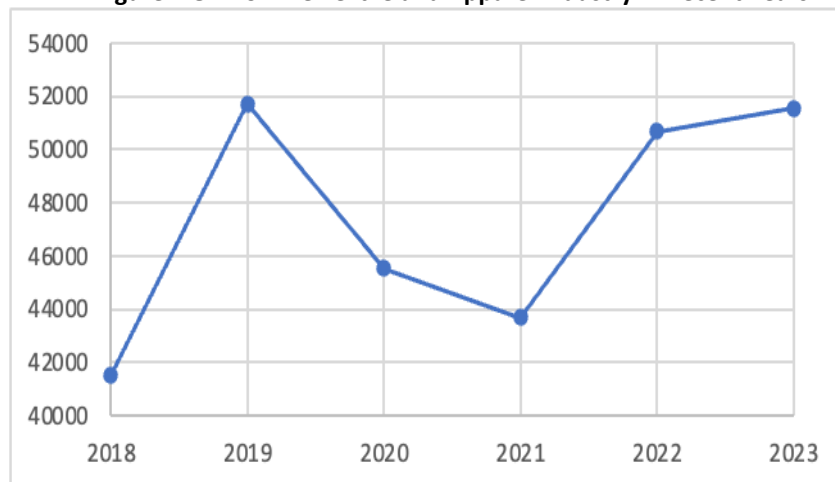
in 2020. The fashion sub-sector is the second largest contributor after culinary, contributing 1.3% of GDP.

Figure 1 Contribution of Creative Economy GDP by Subsector on National GDP



As depicted in Figure 1, the fashion subsector encompasses all forms of creativity associated with the design and production of apparel, footwear, fashion accessories, ready-to-wear, and accessories, as well as the distribution of fashion products through fashion companies, fashion distributors, mass production, ready-to-wear, and haute couture (Mustikarani & Irwansyah, 2019). In 2020, the fashion industry ranked third in the creative economy subsector in terms of the number of industrial businesses, with a share of 19.08% (Pusat Data dan Sistem Informasi Kementerian Pariwisata dan Ekonomi Kreatif, 2021). The textile and apparel industry is a subsector of the creative economy. In recent years, the GDP of the textile and apparel industry has fluctuated, especially during the COVID-19 pandemic in Indonesia. As shown in Figure 2, the textile and apparel industry reached its peak in 2019, followed by a decline in several periods of time during the COVID-19 pandemic. However, the GDP of the textile and apparel industry is expected to increase from 2022 to 2023.

Figure 2 GDP of The Textile and Apparel Industry in Recent Years



As illustrated in Figure 2, Indonesians exhibit a strong demand for the fashion subsector, particularly in the textile and apparel industry, with an anticipated increase in GDP for this sector in 2022. Given the high level of public demand for textile and apparel products, Surabaya, one of Indonesia's largest metropolitan cities, is well-positioned to capitalize on this existing

opportunity. One potential strategy is to establish a retail business catering to the lower-middle-class segment of the men's fashion industry.

While numerous men's fashion brands exist in Indonesia, there is a scarcity of brands specifically targeting the lower-middle-class demographic, particularly in Surabaya. A Google search specifically for "men's fashion retail in Surabaya," excluding mall-based establishments, yielded only five results. This study aims to assist entrepreneurs in Surabaya in identifying the factors influencing the decision to establish a retail business in the men's fashion sector using the SEM-PLS method. The study examines the purchase intentions of the target market, specifically men of productive age from the lower-middle-class demographic, in relation to the potential marketing mix strategies that can be implemented by businesses in the Surabaya men's fashion sector, employing customer attitude as a mediating variable.

LITERATURE REVIEW

Marketing Mix

The marketing mix encompasses a comprehensive set of strategic marketing tools employed by businesses to elicit the desired response from their target audience. It encompasses the totality of actions a company undertakes to engage customers and deliver value (Kotler et al., 2023). The marketing mix serves as a strategic instrument that empowers marketers to identify the potential offerings of a product and formulate a successful product launch strategy (Marc Lim, 2023). Marketing mix decisions exert a significant influence on trade channels and customer behavior, enabling firms to make short-term adjustments to prices, sales force size, and advertising expenditures, while long-term modifications involve product development and distribution channel alterations (Kotler, 2000). The marketing mix comprises the controllable variables employed by marketers to influence buyer behavior, encompassing price, product, place, and promotion (Farid et al., 2023). Achieving the optimal combination of product offerings, promotional strategies, pricing, and distribution channels is crucial for effectively translating meticulous analysis into actionable marketing campaigns (Proctor, 2014).

Price

Price represents the monetary value that customers exchange for a product or service, subject to adjustments based on prevailing competitive and economic conditions. It can also be structured in terms of deferred payments or installments (Kotler et al., 2023). Price exerts a significant influence on customer purchase intention, and even relatively low prices may not deter customers who perceive the product or service as offering superior quality, status, or value (Farid et al., 2023). To ensure customer willingness to purchase, marketing plans should carefully consider pricing factors such as competitive landscape, production costs, profit margins, pricing strategies, and geographical considerations (Amelia et al., 2015). Pricing constitutes a critical element of the marketing mix, demanding a methodical approach that integrates data-driven insights, strategic decision-making, and intuitive judgment to achieve successful outcomes (Andaleeb & Hasan, 2016).

Product

Products serve as the primary means of fulfilling consumer needs and aspirations (Kotler, 2000). The term "product" encompasses the totality of offerings that a company presents to its target market, including physical goods, digital products, services, solutions, and experiences (Kotler et al., 2023). Initiating product development with a clear understanding of product levels, introducing the concept of the Product Life Cycle, making informed new product decisions, and grasping the intricacies of product mix management are essential considerations (Andaleeb & Hasan, 2016). Companies make product-related decisions based on a comprehensive assessment of attributes such as quality, functionality, customization options, aesthetics, brand

identity, packaging design, product dimensions, associated services, warranty terms, and return policies (Proctor, 2014).

Place

Place encompasses the company's activities to make products accessible to customers, increasingly leveraging digital channels such as the internet and mobile devices to complement or replace traditional brick-and-mortar channels (Kotler et al., 2023). Distribution channels refer to the intermediaries that facilitate the flow of goods and services from producers to consumers, including retailers, wholesalers, and e-commerce platforms (Shokrani et al., 2019). Place also encompasses the strategic planning and execution of product launch and distribution activities, from production to consumption. It consists of two key components: (1) distribution channels, which represent the path that goods and services traverse from the seller to the buyer; and (2) market logistics, which refers to the management of the physical movement and storage of goods and materials (Wongleedee, 2015).

Promotion

Promotional activities are those that explain the benefits of a product and persuade target buyers to purchase it (Kotler et al., 2023). Promotions are able to show customers about their options or explain product benefits in terms of quantitative characteristics such as operational expenses, guarantee length, or time saved. One of the marketing goals is to ensure that sales and advertising representatives do not promise more than the organisation can deliver (Perreault & McCarthy, 2002). Promotion involves various communication methods between sellers and buyers to foster positive attitudes and buying behavior, supporting marketing goals through advertising, personal selling, sales promotion, publicity, public relations, and direct marketing, including online marketing (Wongleedee, 2015).

Customer Attitude

Attitude is a learned pre-disposition to respond consistently positively or negatively to an object in our environment, influenced by various factors such as motivation, emotion, perception, and cognitive processes, and significantly impacts an individual's lifestyle (Mothersbaugh & Hawkins, 2016). Attitude is a person's behavioral beliefs or outcome belief about personal consequences, influenced by declarative memory, semantic memory, and gradually developed knowledge through personal experience and knowledge. Customer attitudes are a synthesis of a customer's beliefs, sentiments, and behavioural intentions towards a marketing item (Jha et al., 2023). Customer attitudes indicate an individual's desire or interest in adopting a particular attitude.

Purchase Intention

Purchase intention data is used by marketing managers to make strategic decisions about new and existing products and marketing programmes. It aids in concept tests to identify whether a concept merits further development and product tests to determine launch success for new products (Morwitz et al., 2007). Purchase intention is a customer's preference for a product or service, often measured by consumption frequency. High purchase intention indicates a high likelihood of a customer purchasing a specific product, as expressed by phrases like "I prioritize this product over other products" (Kung et al., 2021). Purchase intention is a good predictor of purchase behaviour, according to the theory of planned behaviour (Jaharuddin & Wahab, 2014).

METHODS

The survey methodology was employed to identify the factors that influence consumer

purchase intentions towards the launch business unit, specifically retail outlets. The survey's closed-ended questions will delve into the 4P marketing mix components (price, product, place, and promotion), customer attitudes, and purchase intentions among potential interviewees. The survey instrument was meticulously crafted in alignment with established marketing theory and relevant empirical research on similar topics.

A population encompasses the entire collection of individuals, groups, or objects from which inferences or generalizations can be drawn based on research findings. After identifying the target population, the next step involves locating or compiling a comprehensive list of its members. This list is referred to as the sampling frame. The presence of a well-structured sampling frame facilitates the process of sample selection. A sample represents a subset of the entire population. It consists of individuals who have been selected to participate in the study. Data collected from sample participants is utilized to derive inferences about the characteristics of the broader population (Sue & Ritter, 2007).

Prior to determining the population and sample size, it is crucial to establish the respondent criteria. For the purpose of survey data collection, the required respondents are: male individuals residing in Surabaya; within the productive age range; classified as lower middle class with an expenditure classification below IDR 6 million; and the end consumer of men's fashion. Given that the new business venture will be launched in Surabaya, the population for this study comprised male Surabaya residents of productive age, as defined by Badan Pusat Statistik (2023), ranging from 15 to 64 years old. Age demographics are utilized to identify individuals of productive age, as they are within the working age group capable of producing goods and services. Therefore, it is assumed that individuals within this age range have the potential to generate income to support their living expenses.

The sample size for this research adheres to the theory proposed by Hair et al. (2009), employing 5 to 15 observations per indicator. In this study, six variables were utilized, resulting in a total of 23 indicators across all variables. Based on this theory, a sample size of 115 to 345 is required for this research. Employing the median value from the sample range, a minimum of 230 respondents is necessary to conduct the analysis. Employing a nonprobability sampling technique, specifically purposive sampling, this research strategically selects a subset of individuals who meet predetermined criteria. Purposive sampling empowers researchers to selectively draw participants who align with established criteria, enabling them to focus on a specific segment of the population relevant to the research objectives (Sibona & Walczak, 2012).

Quantitative analytical methods will be employed to derive the final results. Quantitative analysis is a scientific approach to managerial decision-making that leverages data-driven insights to inform strategic decision-making. It excludes subjective biases such as imagination, emotion, and guesswork. The process begins with the collection of raw data, which is then converted into actionable information through a variety of quantitative techniques (Render et al., 2012). Structural Equation Modeling Partial Least Square (SEM PLS) will be used to analyze customer data collected from the questionnaire survey. However, a preliminary instrument test must be conducted to ensure the reliability and validity of the measurement instrument. An instrument is a tool used to collect data, and a good instrument is one that is appropriate for the type of data being collected and can produce accurate and trustworthy results (Situmorang & Lufti, 2014).

Building upon the extensive literature review and the carefully constructed research methodology, this study seeks to examine five hypotheses formulated on the basis of the previously defined variables. These hypotheses explore the relationship between marketing mix and purchase intention, with customer attitude as an intervening factor. The hypotheses will be tested empirically using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method within the context of a case study involving the establishment of a new retail business in Surabaya's men's fashion sector.

1. H₁: Price has a significant positive influence on customer attitude.

2. H₂: Product has a significant positive influence on customer attitude.
3. H₃: Place has a significant positive influence on customer attitude.
4. H₄: Promotion has a significant positive influence on customer attitude.
5. H₅: Customer attitude has a significant positive influence on purchase intention.

RESULTS

Validity Test

Within the context of quantitative research, validity is conceptualized as the extent to which a measurement tool accurately reflects the underlying concept it intends to assess (Heale & Twycross, 2015). Predictive validity, a specific form of validity, refers to the ability of a measure to accurately forecast what it is designed to predict (Taherdoost, 2016). Convergent validity, another facet of validity, measures the degree to which a construct converges or aligns with related constructs. Average Variance Extracted (AVE) serves as a statistical indicator of convergent validity. To compute AVE, the squared loadings of all items pertaining to a construct are summed and averaged (Hair et al., 2019). An AVE value of 0.50 or higher is considered the minimum acceptable threshold, implying that the construct explains at least 50% of the variance among its constituent items.

Table 1 Validity Test Results for Each Variable

| Variables | Average Variance Extracted (AVE) |
|--------------------|----------------------------------|
| Price | 0.729 |
| Product | 0.810 |
| Place | 0.658 |
| Promotion | 0.559 |
| Customer Attitude | 0.842 |
| Purchase Intention | 0.853 |

An examination of Table 1 reveals that all variables exhibit AVE values exceeding the minimum acceptable threshold of 0.5. Consequently, it can be inferred that the survey instrument, encompassing questions pertaining to these factors, demonstrates satisfactory convergent validity.

Reliability Test

The significance of reliability testing emanates from its emphasis on the uniformity of all sections of the measurement instrument (Huck, 2012). The Cronbach Alpha coefficient is the most widely employed metric of internal consistency, and it is considered the most appropriate measure of reliability when using a Likert scale (Taherdoost, 2016).

Table 2 Reliability Test Results for Each Variable

| Variables | Cronbach's Alpha |
|--------------------|------------------|
| Price | 0.906 |
| Product | 0.827 |
| Place | 0.878 |
| Promotion | 0.883 |
| Customer Attitude | 0.803 |
| Purchase Intention | 0.942 |

As evidenced in Table 2, all variables exhibit Cronbach's Alpha values exceeding the minimum acceptable threshold of 0.5, indicating that the survey instrument, encompassing

questions pertaining to these characteristics, demonstrates satisfactory internal consistency. Consequently, given the validity and reliability of the survey findings, SEM PLS analysis is an appropriate methodology for hypothesis testing.

Descriptive statistics

Descriptive statistics are employed to assess respondents' attitudes towards the factors that will serve as predictors of their purchase intention. Marketing mix variables, encompassing pricing, product, place, and promotion, are utilized to identify the elements that influence customer attitudes towards the new brand that Shafa Marwah intends to launch. Subsequently, descriptive statistical analysis is applied to scrutinize respondents' responses to the questions posed, with the aim of developing a comprehensive understanding of the predetermined variables.

Table 3 Average Answer Score for Each Variable

| Variables | Average Score |
|--------------------|---------------|
| Price | 4.216 |
| Product | 4.030 |
| Place | 4.029 |
| Promotion | 4.373 |
| Customer Attitude | 4.059 |
| Purchase Intention | 3.893 |

The price variable, comprising four question items, garnered an average score of 4.216. Similarly, the product, place, and promotion variables, each composed of three, four, and five question items, respectively, attained average scores of 4.030, 4.029, and 4.373. The customer attitude variable, encompassing four question items, yielded an average score of 4.059, indicating the potential influence of marketing mix elements on purchase intention. Finally, the purchase intention variable, composed of four question items, revealed an average score of 3.893, suggesting the presence of prospective customers for the men's fashion retail business.

Model Interpretation

To thoroughly test hypotheses and uncover the factors which influence potential consumers' purchase intents, Structural Equation Modeling Partial Least Squares (SEM PLS) analysis is used. The responses gathered from the survey findings were used to generate the data for each variable. SEM PLS analysis is used to identify not only the influencing aspects, but also whether the influencing factors have a positive or negative influence on purchase intention.

Table 4 Path Coefficient

| Variables | Original Sample | P-Values |
|---|-----------------|--------------|
| Price -> Customer Attitude | 0.094 | 0.106 |
| Price -> Purchase Intention | 0.052 | 0.099 |
| Product -> Customer Attitude | 0.443 | 0.000 |
| Product -> Purchase Intention | 0.211 | 0.000 |
| Place -> Customer Attitude | 0.158 | 0.029 |
| Place -> Purchase Intention | 0.030 | 0.400 |
| Promotion -> Customer Attitude | 0.225 | 0.010 |
| Promotion -> Purchase Intention | -0.072 | 0.042 |
| Customer Attitude -> Purchase Intention | 0.685 | 0.000 |

Table 4 presents the P-values for the five hypotheses, which represent the statistical significance of the test results. The pre-established significance level for this study is 5%, meaning that hypotheses with P-values less than 0.05 are rejected. Based on this criterion, only Hypothesis 1 (H_1) is rejected. Consequently, the following conclusion can be drawn:

1. H_1 rejected, meaning price does not have a significant influence on customer attitude.
2. H_2 accepted, meaning product has a significant influence on customer attitude.
3. H_3 accepted, meaning place has a significant influence on customer attitude.
4. H_4 accepted, meaning promotion has a significant influence on customer attitude.
5. H_5 accepted, meaning customer attitude has a significant influence on purchase intention.

Tables 4 and 5 present the P-values for assessing the mediating role of consumer attitude in the relationship between marketing mix factors and purchase intention. Table 4 reveals that among the four marketing mix factors, price and place did not exert a statistically significant influence on purchase intention. Conversely, product and promotion factors demonstrated significant positive associations with purchase intention. Furthermore, Table 5 presents the P-values after incorporating consumer attitude as a mediating variable between marketing mix and purchase intention.

Table 5 Specific Indirect Effects

| Variables | Original Sample | P-Values |
|---|-----------------|--------------|
| Price -> Customer Attitude -> Purchase Intention | 0.064 | 0.137 |
| Product -> Customer Attitude -> Purchase Intention | 0.303 | 0.000 |
| Place -> Customer Attitude -> Purchase Intention | 0.108 | 0.028 |
| Promotion -> Customer Attitude -> Purchase Intention | 0.154 | 0.007 |

In mediation analysis, two distinct forms of mediation can be discerned: partial mediation and full mediation. Partial mediation occurs when the mediator variable partially explains the relationship between the exogenous and endogenous constructs. A mediating variable is said to partially mediate if the direct and indirect effects of the exogenous variable on the endogenous variable do not differ significantly. In contrast, full mediation occurs when the mediated effect is substantial but there is no direct effect of the exogenous variable on the endogenous variable. As a result, the mediator variable fully explains the relationship between the exogenous and endogenous latent variables. In contrast to partial mediation, the mediating variable is considered to be fully mediating if the direct and indirect effects of the exogenous variable on the endogenous variable differ significantly (Hair et al., 2014).

According to the findings in Tables 4 and 5, only the influence of the place variable on purchase intention changed; namely, the influence became statistically significant (P-Value = 0.028) after customer attitude was added as a mediating variable, whereas it was previously not statistically significant (P-Value = 0.400). In this scenario, customer attitude can fully mediate the relationship between place and purchase intention. In contrast, customer attitude partially mediates the relationship between the other three variables (price, product, and promotion) and purchase intention, as evidenced by the statistically significant direct and indirect effects of the exogenous variables on the endogenous variable. Apart from P-values, Tables 4 and 5 also present the original sample values, which are the coefficients used to construct the SEM PLS model. The following model is generated using the original sample values:

$$CA=0.094P_1+0.443P_2+0.158P_3+0.225P_4+E_1$$

$$PI=0.052P_1+0.211P_2+0.030P_3-0.072P_4+0.685CA+E_2$$

where:

CA= Customer Attitude

PI= Purchase Intention

P₁= Price

P₂= Product

P₃= Place

P₄= Promotion

E₁= Error for Customer Attitude Model

E₂= Error for Purchase Intention Model

Subsequent to conducting the analysis using the SEM-PLS method, the next step is to examine the R-square values for the constructed models to assess the explanatory power of the exogenous variables in shaping the endogenous variables.

Table 6 R-Square Results

| Models | R-Square |
|--------------------|----------|
| Customer Attitude | 0.607 |
| Purchase Intention | 0.731 |

To assess the predictive validity of the models developed using SEM-PLS, Table 5 presents the R-squared values, which indicate the proportion of the variance in the endogenous variables explained by the exogenous variables. For the customer attitude model, the marketing mix variables collectively account for 60.7% of the variance in customer attitude. Similarly, for the purchase intention model, the marketing mix and customer attitude variables jointly explain 73.1% of the variance in purchase intention.

DISCUSSION

Upon completion of hypothesis testing and model development, the resultant model necessitates interpretation to extract meaningful insights from the conducted research and elaborate upon the tested hypotheses:

H₁: Price has a significant positive influence on customer attitude.

The analysis of Hypothesis 1 (H₁) revealed that while price did not exert a statistically significant influence on customer attitude, it demonstrated a positive path coefficient of 0.094, indicating that a one-unit increase in price would lead to a 0.094-unit increase in customer attitude, assuming other factors remain constant. These findings align with the research conducted by Mudassir et al. (2022), which similarly found that pricing had no significant impact on customer attitude.

Despite not exerting a statistically significant direct influence on purchase intention, price can nevertheless contribute to an increase in purchase intention by 0.052 units for every unit increase in price, assuming other factors remain constant. These findings align with the research conducted by Nugroho and Irena (2017), who similarly found that pricing did not have a significant impact on purchase intention. In addition to examining the direct effect of price on purchase intention, customer attitude is also incorporated as a variable that could potentially mediate the relationship between these two factors. Customer attitude partially mediates the influence between price and purchase intention, as evidenced by the non-significant change in

the relationship after incorporating the mediating variable. However, when other factors are held constant, customer attitude as a mediating variable can enhance the contribution of price to increasing purchase intention, resulting in an increase of 0.064 units in purchase intention for every unit increase in price.

H₂: Product has a significant positive influence on customer attitude.

For Hypothesis 2 (H₂), it was posited that product would exert a significant and linear influence on customer attitude. The analysis confirmed this hypothesis, with a path coefficient of 0.443, indicating that a one-unit increase in product would lead to a 0.443-unit increase in customer attitude, assuming other factors remain constant. These findings corroborate the results of studies by Bhuian & Kim (1999) and Kartawinata et al. (2020), which both demonstrated a significant influence of product on customer attitudes.

Product exerts a statistically significant influence on purchase intention, contributing to an increase of 0.211 units in purchase intention for every unit increase in product, assuming other factors remain constant. These findings are consistent with the study conducted by Febriani (2019), which demonstrated a significant positive association between product and purchase intention. The product variable can also exert a significant influence on purchase intention through an indirect effect mediated by customer attitude. This indirect effect contributes to an increase of 0.303 units in purchase intention for every unit increase in product, provided that other variables are held constant. Customer attitude acts as a partially mediating variable in the relationship between product and purchase intention, as evidenced by the significant influence of product on purchase intention in both the direct and indirect effects.

H₃: Place has a significant positive influence on customer attitude.

Hypothesis 3 (H₃) proposed a significant influence of place on customer attitude. The analysis supported this hypothesis, with a path coefficient of 0.158, indicating that a one-unit increase in place would lead to a 0.158-unit increase in customer attitude, assuming other factors remain constant. These findings align with the research conducted by Champatong (2014) and Mudassir et al. (2022), which both demonstrated a significant impact of place of business on customer attitudes.

Place does not exert a statistically significant direct influence on purchase intention. However, it can contribute to an increase of 0.030 units in purchase intention for each unit increase in place, assuming other factors remain constant. These findings concur with the studies conducted by Nugroho and Irena (2017) and Febriani (2019), which demonstrated that place of business did not have a significant impact on purchase intention. Customer attitude is introduced as a mediating variable to examine its potential moderating effect on the relationship between place and purchase intention in the indirect effect. As shown in Table 5, place exhibits a statistically significant influence on purchase intention when customer attitude is incorporated as a mediator. Given that place does not exert a statistically significant direct influence on purchase intention, customer attitude is considered to fully mediate the relationship between these two factors. Employing customer attitude as a mediating variable allows place to contribute an increase of 0.108 units to the purchase intention variable for each unit increase in place, provided that other factors are held constant.

H₄: Promotion has a significant positive influence on customer attitude.

Hypothesis 4 (H₄) posited a significant and linear influence of promotion on customer attitude. The analysis confirmed this hypothesis, with a path coefficient of 0.225, indicating that a one-unit increase in promotion would lead to a 0.225-unit increase in customer attitude, assuming other factors remain constant. These findings are consistent with the research conducted by Champatong (2014) and Mudassir et al. (2022), which both demonstrated a significant impact of promotion type on customer attitudes.

Promotion exerts a statistically significant influence on purchase intention, contributing to a decrease of 0.072 units in purchase intention for each unit increase in promotional units, assuming other factors remain constant. These findings align with the study conducted by Ohy (2018), which demonstrated a significant association between promotion and purchase intention. Customer attitude can partially moderate the relationship between promotion and purchase intention variables. As evident in Table IV.16, incorporating customer attitude as a mediating variable transforms the contribution of promotion from negative to positive. With customer attitude acting as a mediator, promotion contributes to an increase of 0.154 units in purchase intention for each unit increase in promotional units, provided that other variables are held constant.

H₅: Customer attitude has a significant positive influence on purchase intention.

Hypothesis 5 (H₅) posited a positive and significant influence of customer attitude on purchase intention. The analysis supported this hypothesis, with a path coefficient of 0.685, indicating that a one-unit increase in customer attitude would lead to a 0.685-unit increase in purchase intention, assuming other factors remain constant. These findings are consistent with the research conducted by Aime et al. (2022), which demonstrated a significant positive association between customer attitude and purchase intention.

CONCLUSION

This research is chiefly focused on determining whether the target market exhibits purchase intentions in response to the marketing mix offered by men's fashion businesses in Surabaya. The analysis validation process resulted in the acceptance of four hypotheses and the rejection of one hypothesis. Utilizing SEM-PLS analysis on survey data gathered from the target market, the findings reveal that three factors from the marketing mix, namely product, place, and promotion, exert significant influences on purchase intention. Notably, price demonstrates no statistically significant impact on the target market's purchase intention, regardless of whether customer attitude is incorporated as a mediating variable. This could be attributed to the substantial share of wallet held by the target market, indicating their willingness to allocate over 10% of their income towards men's fashion purchases.

The product variable consistently exerts a statistically significant influence on purchase intention, irrespective of the inclusion of customer attitude as a mediating variable. Conversely, the place variable initially exhibits no statistically significant impact on purchase intention. However, upon incorporating customer attitude as a mediating variable, place demonstrates a statistically significant positive influence on purchase intention, establishing customer attitude as a fully mediating variable in the relationship between place and purchase intention. Regarding the promotion variable, its influence on purchase intention is initially assessed as statistically significant but negative. However, following the inclusion of customer attitude as a mediating variable, promotion exhibits a statistically significant and positive influence on purchase intention. The hypothesis pertaining to customer attitude confirms its statistically significant positive influence on purchase intention, further validating its role as a mediating variable, particularly in the relationship between place and purchase intention.

Suggestion

This research leverages the 4Ps marketing mix framework as the foundation for its customer analysis. However, the evolution of marketing mix variables has led to the development of the 7Ps framework. Future research studies could benefit significantly from utilizing more comprehensive marketing mix variables, thereby enhancing the depth and scope of their analyses. Additionally, it is essential to acknowledge the influence of factors beyond the

marketing mix on customer attitude and purchase intention. For example, the buyer decision process plays a pivotal role in shaping consumer behavior and should be duly considered in future research endeavors.

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